



<input type="text"/>								
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

### PMA 0013 – MEDIA APPRECIATION

(All sections / Groups)

31 May 2016  
2.30 p.m. – 4.30 p.m.  
(2 Hours)

---

#### INSTRUCTION TO STUDENTS

1. This question paper consists of three pages including this page, with eight short-essay questions only.
2. Answer only **FOUR** questions. Each question worth 10 marks.
3. Please print all your answers **CLEARLY** in the Answer Booklet provided.
4. Please make sure you **PRINT** your ID number on the Answer Booklet **CLEARLY** before submitting it.

**Short Essay Questions**

Answer only **FOUR** of **EIGHT** questions.  
Each question worth **10 marks**.

1. Discuss '**Cultivation Theory**' in media studies as argued by George Gerbner in mid 1960s. (10 marks)

2. Define and discuss what are '**paradigm**' and '**paradigm shift**' in the context of understanding creativity. (10 marks).

3. Answer both sub-questions below:

Explain the effect of **Gutenberg's** mechanical printing press on mass media.  
(5 marks)

What was **Thomas Edison's** impact on media? (5 marks)

4. Define briefly **ALL** of the listed **media concepts** below. (10 marks)

Narrative  
Reading  
Intertextuality  
Metaphor  
Discourse

5. What determines the value of a piece of information or news **broadcast** in the media? Describe only **TWO** reasons. (10 marks)

6. **Social Networks** and **Multidimensional Self Expressions** are two of the concepts that emerged because of the Internet. Discuss these **TWO** concepts with relevant examples. (10 marks)

7. Art forms are also considered as media. They are essentially cultural products. To describe an art form's relationship to the physical world, we use the terms **representational**, **abstract** and **non-representational**. Describe the **THREE** terms mentioned. (10 marks)

**Continued...**

8. Figure 1 illustrates a life-like sculpture, titled as 'Couple with Shopping Bags', made in 1976 by Duane Hanson. Appreciate the artwork using the steps or stages of Art & Media Appreciation. (10 marks)



Figure 1: Couple with Shopping Bags

End of Page.